

CLAIMS

What is claimed is:

- 1 (1.) A method for inducing a contact to invoke a resource prepared by a promoter on a
2 network, the method comprising:
3 generating a resource location description for the resource by the promoter, the
4 resource location description including a name of the contact;
5 providing access to the resource at a location on the network according to the resource
6 location description; and
7 notifying the contact about the resource location description for the resource.
- 1 2. The method of claim 1, further comprising tailoring content in the resource in
2 response to the resource location description used to access the resource.
- 1 3. The method of claim 1, said providing access to the resource at the location
2 comprising placing the resource at the location.
- 1 4. The method of claim 1, said providing access to the resource at the location
2 comprising configuring an operating system to divert a request for the resource at the location
3 to a second location where the resource resides.
- 1 5. The method of claim 1, wherein:
2 a request for the resource includes the resource location description; and

3 the method further comprises generating content for the document dynamically in
4 response to the resource location description in the request.

1 6. The method of claim 1, further comprising:
2 logging activity involving the resource; and
3 changing content in the resource in response to the activity logged.

1 7. The method of claim 1, further comprising:
2 setting up a contact database; and
3 automatically retrieving the contact name from the contact database before said
4 generating the resource location description.

1 8. The method of claim 7, further comprising repeating said steps of generating the
2 resource location description, providing access, and notifying the contact for a plurality of
3 contacts from the contact database.

1 9. The method of claim 1, wherein the resource location description is a universal
2 resource locator address.

1 10. The method of claim 1, wherein:
2 the resource location description includes a directory name; and
3 said generating comprises using the contact name in the directory name.

1 11. The method of claim 1, wherein:

2 the resource location description includes a host name; and
3 said generating comprises using the contact name in the host name.

1 12. The method of claim 8, said generating further comprising making the resource
2 location description unique among a plurality of other resource location descriptions
3 corresponding to the plurality of contacts.

1 13. The method of claim 12, said generating further comprising, if an original first name
2 of the name of the contact does not make the resource location description unique, changing
3 the original first name to one of an initial and a nickname.

1 14. The method of claim 12, said generating further comprising, if an original first name
2 of the name of the contact does not make the resource location description unique, changing a
3 connecting character between the first name and a second name of the name of the contact to
4 at least one of a different connecting character and a different number of the connecting
5 character.

1 15. The method of claim 12, said generating further comprising, if an original name of the
2 contact does not make the resource location description unique, adding additional characters
3 based on other information from the contact database associated with the contact.

1 16. The method of claim 7, said generating further comprising, if an original name of the
2 contact includes a character prohibited for a resource location description, changing the
3 prohibited character to an allowed character.

1 17. The method of claim 11, further comprising updating a domain name file to include
2 the host name for use by a domain name server.

1 18. The method of claim 1, further comprising terminating access to the resource at the
2 location when a promotion associated with the resource ends.

1 19. The method of claim 1, further comprising changing content in the resource when a
2 promotion associated with the resource reaches a predetermined stage.

1 20. The method of claim 6, further comprising repeating said notifying the contact when a
2 promotion associated with the resource reaches a predetermined stage and the activity logged
3 is less than a predetermined threshold of activity.

1 21. The method of claim 20, wherein the predetermined threshold of activity is one
2 request for the resource.

1 22. The method of claim 20, wherein the predetermined threshold of activity is one
2 payment in response to an offer presented by invoking the resource.

1 23. The method of claim 8, said generating further comprising making a subdomain name
2 in the resource location description unique among a plurality of other document location
3 descriptions corresponding to the plurality of contacts and sharing a common higher level
4 domain name.

1 24. The method of claim 8, said generating further comprising, if a subdomain name in
2 the resource location description is not unique within one higher level domain name, then
3 using the subdomain name with a different higher level domain name.

1 25. The method of claim 2, said tailoring further comprising including information
2 associated with the contact in a contact database into the content of the resource.

1 26. The method of claim 2, said tailoring further comprising selecting alternative resource
2 content elements into the content of the resource based on information associated with the
3 contact in a contact database.

1 27. The method of claim 1, further comprising denying access to the resource if a request
2 for the resource does not include a predetermined authentication.

1 28. The method of claim 1, further comprising dynamically tailoring content in the
2 resource in response to authentication in a request for the resource.

1 29. The method of claim 6, further comprising launching a credit card purchase process in
2 response to the activity logged.

1 30. The method of claim 29, said launching a credit card purchase process further
2 comprising:

3 directing a user acting on the document to a secure socket layer server;

4 obtaining credit card information from the user by the secure socket layer server; and
5 sending the credit card information to a fulfillment house from the secure socket layer
6 over a virtual private network link.

1 31. A method for inducing a contact to visit a web site prepared by a promoter, the
2 method comprising:
3 generating a host name for the web site by the promoter, the host name including a
4 name of the contact;
5 notifying the contact of the host name for the web site; and
6 configuring a web server at the web site to process a request including the host name.

1 32. The method of claim 31, the step of configuring further comprising treating requests
2 as visits to a persistent web site belonging to the contact.

1 33. The method of claim 32, wherein:
2 the method further comprises receiving content for the persistent web site from the
3 contact; and
4 the step of configuring further comprises presenting content from the contact in
5 response to the request.

1 34. A method for automatically generating a plurality of virtual servers on a set of one or
2 more physical devices on a network, each device having a network address, the method
3 comprising:
4 setting up a database of information for a promotion;

5 automatically generating a plurality of host names for at least one physical device of
6 the set of one or more physical devices, a particular host name of the plurality of host names
7 including information from the database and a domain name for a particular one of the at least
8 one physical device; and

9 automatically configuring a name server to provide a particular network address of the
10 particular physical device in response to requests to connect to the particular host name.

1 35. The method of claim 34, further comprising automatically configuring a server for the
2 particular physical device to respond to a request to the particular host name for service.

1 36. The method of claim 34, wherein:

2 the database of information includes contact information for a plurality of contacts;

3 and

4 the particular host name includes a name of a corresponding contact of the plurality of
5 contacts

1 37. The method of claim 36, said generating further comprising, if a subdomain name in
2 the host name is not unique within the domain name, then using the subdomain name with a
3 different domain name of the at least one physical device.

1 38. A method for automatically generating content for a plurality of resources having a
2 plurality of corresponding resource location descriptions on a single physical device having a
3 network address, the method comprising configuring a server for the physical device to

4 resolve all requests for service to the plurality of corresponding resource location descriptions
5 by opening a certain file on a certain directory of the physical device.

1 39. The method of claim 38, further comprising including scripts in the certain file to
2 perform functions in response to a particular resource location description in a particular
3 request for service.

1 40. A method for automatically generating web content for a plurality of virtual web
2 servers having a plurality of corresponding host names on a single physical device having a
3 network address, the method comprising configuring a web server for the physical device to
4 resolve all requests for service to the plurality of virtual web servers by opening a certain file
5 on a certain directory of the physical device.

1 41. The method of claim 38 further comprising including scripts in the certain file to
2 perform functions in response to a particular host name included in a particular request for
3 service.

1 42. A method of promoting a cause to a contact, the method comprising:
2 including a name of the contact in a network address associated with the cause; and
3 including the network address in material sent to the contact.

1 43. A method of conducting a promotion, the method comprising:
2 including a name of the promotion in a network address associated with the
3 promotion; and

4 broadcasting the network address to a plurality of targets.

1 44. A method for automatically generating a plurality of virtual servers on a set of one or
2 more physical devices on a network, each device having a network address, the method
3 comprising:

4 automatically generating a plurality of host names for at least one physical device of
5 the set of one or more physical devices; and

6 automatically configuring a name server to provide, in response to requests to connect
7 to a particular host name of the plurality of host names,

8 a particular network address of a corresponding particular physical device of
9 the at least one physical device, and

10 a time to live which is less than a time to live stored by the name server.

1 45. A computer-readable medium bearing promotion information for use by one or more
2 processors that are participating in providing resources on a network, the promotion
3 information comprising:

4 contact information about a contact to receive materials as part of a promotion; and

5 a resource location description indicating where the resource can be accessed on the
6 network, the resource location information including information from the contact
7 information.

1 46. A computer program product for inducing a contact to invoke a resource prepared by
2 a promoter on a network, the computer program product comprising:

3 a computer readable medium;

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1 50. The computer program product of claim 46, the instructions further configuring the
2 one or more processors to terminate access to the resource at the location when a promotion
3 associated with the resource ends.

1 51. A computer program product for inducing a contact to visit a web site prepared by a
2 promoter, the computer program product comprising:

3 a computer readable medium; and

4 instructions residing on the computer readable medium for causing one or more
5 processors to

6 generate a host name for the web site, the host name including a name of the
7 contact,

8 prepare a message notifying the contact of the host name for the web site, and

9 configure a web server at the web site to process a request including the host
10 name.

1 52. The computer program product of claim 51, the instructions to configure further
2 comprising instructions to treat requests as visits to a persistent web site belonging to the
3 contact.

1 53. The computer program product of claim 52, wherein:

2 the instructions further comprises instructions causing the one or more processors to

3 receive content for the persistent web site from the contact; and

4 the instructions to configure the web site further comprise instructions to present
5 content from the contact in response to the request.

1 54. A computer program product for automatically generating a plurality of virtual servers
2 on a set of one or more physical devices on a network, each device having a network address,
3 the computer program product comprising:

4 a computer readable medium; and

5 instructions residing on the computer readable medium for causing one or more
6 processors to

7 automatically generate a plurality of host names for at least one physical

8 device of the set of one or more physical devices, a particular host name of the

9 plurality of host names including information from a database of project information

10 and a domain name for a particular one of the at least one physical device; and

11 automatically configure a name server to provide a particular network address

12 of the particular physical device in response to requests to connect to the particular

13 host name.

1 55. The computer program product of claim 54, further comprising instructions to

2 automatically configure a server for the particular physical device to respond to a request to

3 the particular host name for service.

1 56. The computer program product of claim 54, wherein:

2 the database of project information includes contact information for a plurality of

3 contacts; and

4 the particular host name includes a name of a corresponding contact of the plurality of
5 contacts

1 57. The computer program product of claim 56, the instructions to generate the plurality
2 of host names further comprising instructions to use a subdomain name in the host name with
3 a different domain name of the at least one physical device, if the subdomain name is not
4 unique within the domain name.

1 58. A computer program product for automatically generating content for a plurality of
2 resources having a plurality of corresponding resource location descriptions on a single
3 physical device having a network address, the computer program product comprising:
4 a computer readable medium; and
5 instructions residing on the computer readable medium for causing one or more
6 processors to configure a server for the physical device to resolve all requests for service to
7 the plurality of corresponding resource location descriptions by opening a certain file on a
8 certain directory of the physical device.

1 59. The computer program product of claim 58, further comprising scripts in the certain
2 file to perform functions in response to a particular resource location description in a
3 particular request for service.

1 60. A computer program product for automatically generating web content for a plurality
2 of virtual web servers having a plurality of corresponding host names on a single physical
3 device having a network address, the computer program product comprising:

4 a computer readable medium; and
5 instructions residing on the computer readable medium for causing one or more
6 processors to configure a web server for the physical device to resolve all requests for service
7 to the plurality of virtual web servers by opening a certain file on a certain directory of the
8 physical device.

1 61. The computer program product of claim 38 further comprising scripts in the certain
2 file to perform functions in response to a particular host name included in a particular request
3 for service.

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1 62. A computer program product of promoting a cause to a contact, the computer program
2 product comprising:
3 a computer readable medium; and
4 instructions residing on the computer readable medium for causing one or more
5 processors to
6 include a name of the contact in a network address associated with the cause;
7 and
8 include the network address in a message prepared for the contact.

1 63. A computer program product of conducting a promotion, the computer program
2 product comprising:
3 a computer readable medium; and
4 instructions residing on the computer readable medium for causing one or more
5 processors to

6 include a name of the promotion in a network address associated with the
7 promotion; and
8 prepare a message including the network address for broadcast to a plurality of
9 targets.

1 64. A computer program product for automatically generating a plurality of virtual servers
2 on a set of one or more physical devices on a network, each device having a network address,
3 the computer program product comprising:

4 a computer readable medium; and

5 instructions residing on the computer readable medium for causing one or more
6 processors to

7 generate a plurality of host names for at least one physical device of the set of
8 one or more physical devices;

9 store a particular host name of the plurality of host names with a particular
10 network address of a corresponding particular physical device of the at least one
11 physical device and with a time to live; and

12 respond to requests to connect to the particular host name, with the particular
13 network address and with a time to live which is less than the time to live stored.

1 65. A computer selectably connected to a network at a network address, the computer
2 comprising:

3 a port for selectable connection to the network;

4 a computer readable medium having project specific information; and

5 one or more processors connected to the port and the computer readable medium, the
6 one or more processors configured to generate a virtual server to provide a resource, to
7 generate a domain name for the virtual server, to send the domain name and the network
8 address to a name server on the network; and to prepare a message notifying a target of a
9 resource location description for requesting the resource,
10 wherein the resource location description includes the project specific information.

1 66. The computer of claim 65 wherein the project specific information includes at least one of
2 a name of the target and a name of a promotion that expires.

1 67. The computer of claim 65, wherein the domain name includes the project specific
2 information.

1 68. The computer of claim 65, wherein the one or more processors are further configured to
2 provide a plurality of resources having a corresponding plurality of resource location
3 descriptions, and to direct requests for the plurality of resources to one certain file on one
4 certain directory.

1 69. The computer of claim 68, wherein the one certain file includes script to cause the one or
2 more processors to dynamically generate a response for the request , the response depending
3 on the resource location description.

1 70. A name server connected to a network at a network address, the name server comprising:
2 a port connected to the network;
3 a computer readable medium having a name file; and

4 one or more processors connected to the port and to the computer readable medium,
5 the one or more processors configured
6 to receive a request to connect to a virtual server having a domain name,
7 to retrieve from the computer readable medium a network address and a time to live
8 associated with the domain name in the name file; and
9 to send a response based on the request, the response including the network address
10 and a time to live shorter than the time to live retrieved from the computer readable medium.

1 71. A system for generating promotion specific virtual servers comprising:
2 a network;
3 a name server connected to the network at a first network address; and
4 a computer connected to the network at a second network address, the computer
5 comprising
6 a computer readable medium having project specific information; and
7 one or more processors connected to the port and the computer readable medium, the
8 one or more processors configured to generate a virtual server to provide a resource, generate
9 a domain name for the virtual server, send the domain name and the network address to the
10 name server; and prepare a message notifying a target of a resource location description for
11 requesting the resource,
12 wherein the resource location description includes the project specific information.

1 72. The system of claim 71 wherein the project specific information includes at least one of a
2 name of the target and a name of a promotion that expires.

1 73. The system of claim 71, wherein the domain name includes the project specific
2 information.

1 74. The system of claim 71, wherein the one or more processors are further configured to
2 provide a plurality of resources having a corresponding plurality of resource location
3 descriptions, and to direct requests for the plurality of resources to one certain file on one
4 certain directory.

1 75. The system of claim 74, wherein the one certain file includes script to cause the one or
2 more processors to dynamically generate a response for each of the requests, the response
3 depending on a corresponding resource location description of the plurality of resource
4 location descriptions.

1 76. The system of claim 74, the name server comprising:
2 a name server port connected to the network;
3 a name server computer readable medium having a name file associating a domain
4 name of each virtual server of the plurality of virtual servers with the second network address
5 and a stored time to live; and
6 one or more name server processors configured to respond to all requests to connect
7 to the plurality of virtual servers with a connect message including the second network
8 address and a time to live in a cache of a requesting name server.

1 77. The system of claim 76, wherein the time to live in a cache of a requesting name server
2 included in the connect message is less than the stored time to live associated with the
3 domain name in the name file.

1 78. The system of claim 74, further comprising a root name server at a root network address,
2 the root name server comprising:
3 a root name server port connected to the network;

4 a root name server computer readable medium having a name file associating a
5 second level domain name of each domain name of each virtual server of the plurality of
6 virtual servers with the first network address; and
7 one or more root name server processors configured to respond to all requests to
8 connect to the plurality of virtual servers with a response including the first network address.

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